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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Boe, et al.
Serial No.: 09/162,825
Filed: September 29, 1998
Group No.: 2162
Examiner: M. Tesfamariam
Notice of Allowance Mailed: November 20, 2000
Batch No.: V34
Title: SYSTEM AND METHOD FOR PROFILING
CUSTOMERS FOR TARGETED MARKETING



Box Issue Fee
Assistant Commissioner for Patents
Washington, DC 20231

Dear Sir:

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to Box Issue Fee, Assistant Commissioner for Patents, Washington, D.C. 20231, on the date shown below.

Carol A. Sanchez
Name
2.20.01
Date of Signature

TRANSMITTAL OF FORMAL DRAWINGS

Pursuant to the Notice of Allowability mailed November 20, 2000, transmitted herewith for filing are fifteen (15) sheets of formal drawings.

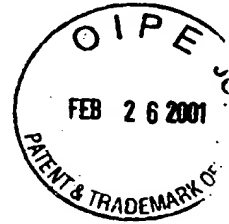
Respectfully submitted,
BAKER BOTTS L.L.P.
Attorneys for Applicants
Tara D. Knapp
Tara D. Knapp
Registration No. 43,723

Date: Feb 20, 2001
2001 Ross Avenue, Suite 600
Dallas, TX 75201-2980
(214) 953-6910
Attorney Docket No. 065027.0103

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Carol A. Donahue
Name
2.20.01
Date of Signature

Dear Sir:

COMMENTS ON THE EXAMINER'S REASONS FOR ALLOWANCE

Applicants appreciate the Examiner's allowance of Claims 1-28. Pursuant to M.P.E.P. § 1302.14, Applicants respectfully issue a statement commenting on the Examiner's reasons for allowance. Applicants respectfully traverse the Examiner's reasons for allowance to the extent that they are inconsistent with applicable case law, statutes, and regulations. Furthermore, Applicants disagree with the Examiner's characterizations of the prior art, and Applicants do not admit to any characterization or limitation of Claims 1-28 by the Examiner.

Respectfully submitted,

BAKER BOTTS L.L.P.
Attorneys for Applicants

Tara D. Knapp
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Registration No. 43,723

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